

CHIEF OF STAFF BRIEFING

February 7, 2013

MISSION STATEMENT

*THE CONFERENCE WILL **HELP COMMUNICATE** MEMBERS' POLICY GOALS AND AGENDA TO THEIR CONSTITUENTS AND **TO THE AMERICAN PUBLIC**. WE LIVE IN A BIG COUNTRY, WITH MANY **DIFFERENT CONSTITUENCIES**, AND RECOGNIZE THAT OUR EFFORT REQUIRES COMMUNICATIONS **SEGMENTED TO FIT DIFFERENT PEOPLE AND DIFFERENT MEDIA**.*

PROJECT

THE CONFERENCE

DATE

2013

CLIENT

HOUSE REPUBLICAN CONFERENCE

- **OUTWARD FACING**
- **FORWARD LOOKING**
- **RAPID RESPONSE**
- **THE PRODUCTS AND SERVICES WE NEED TODAY, NOT *WHAT WE'VE ALWAYS DONE.***

PROJECT

THE CONFERENCE

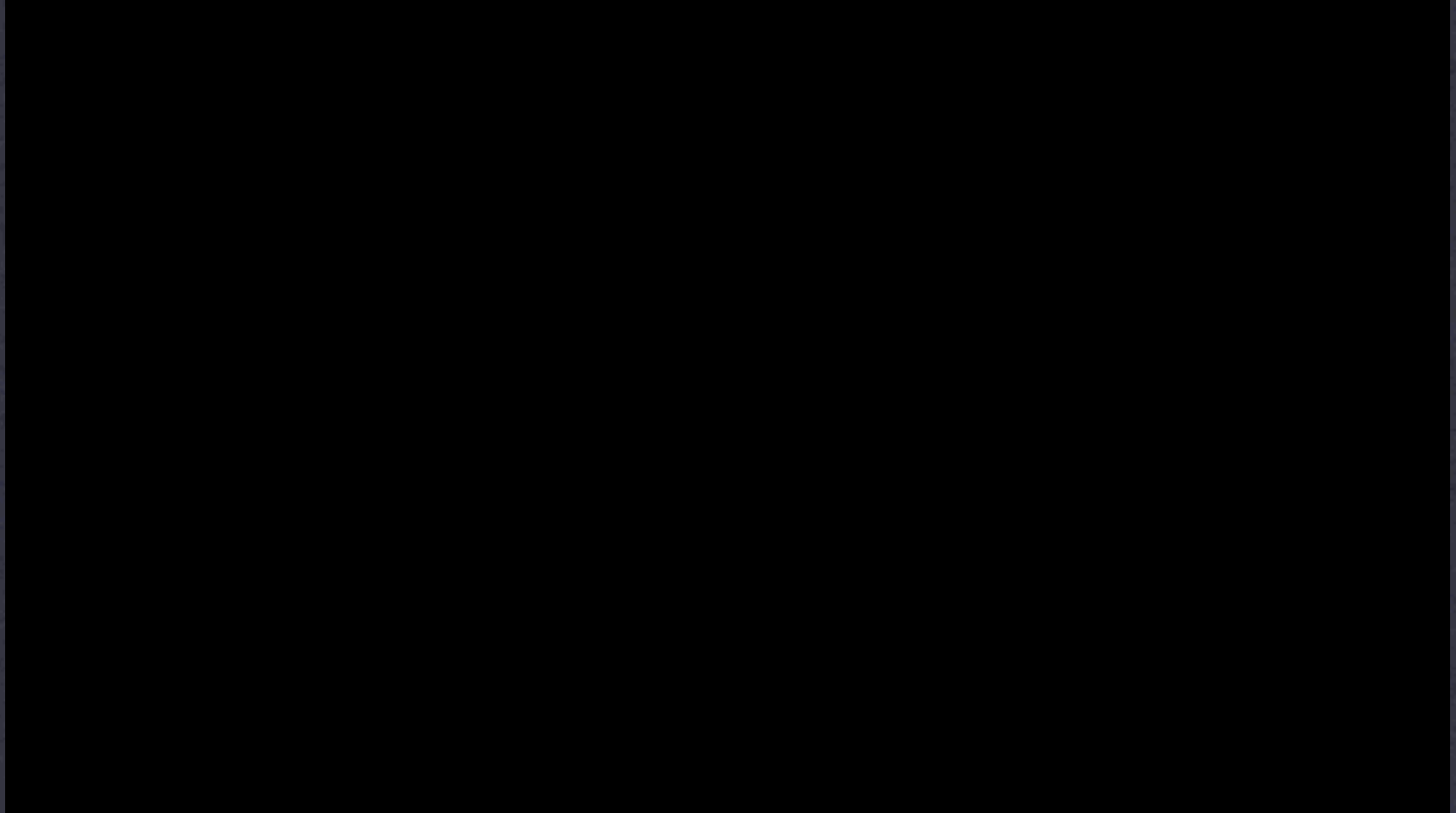
DATE

2013

CLIENT

HOUSE REPUBLICAN CONFERENCE

Republicanos de La Cámara Conferencia de Prensa
HouseConference 11,128 views 1 month ago
Capitolio de EE.UU. | 12/12/12



Español Republicanos

- **TRAINING** OUR MEMBERS TO BE THE BEST POSSIBLE MEMBERS THEY CAN BE SO THEY CAN EFFECTIVELY COMMUNICATE OUR MESSAGE AND VALUES TO AMERICA
- **EQUIPPING** OUR MEMBERS AND STAFF WITH INNOVATIVE AND CREATIVE PRODUCTS SO THEY CAN COMMUNICATE OUR MESSAGE.
- **PROMOTING** PROACTIVELY OUR MESSAGE TO EVERY CORNER OF AMERICA
- **MODERNIZING** AND REBRANDING THE HOUSE REPUBLICAN CONFERENCE

PROJECT

CONFERENCE GOALS

DATE

2013

CLIENT

HOUSE REPUBLICAN CONFERENCE

- **CONFERENCE HUDDLES**
- **MEDIA TRAINING**
- **MENTORSHIP PROGRAM**
- **DIGITAL**
 - **GOP LABS**
 - **ROOT-CAMPS**
- **COS, LD, AND COMMUNICATIONS RETREATS**
- **DISTRICT DIRECTOR FLY-IN/MONTHLY CALLS**

PROJECT

TRAINING

DATE

2013

CLIENT

HOUSE REPUBLICAN CONFERENCE

- **E-TICKET**
- **LEGISLATIVE DIGEST**
- **CLIPS**
- **PLAYBOOKS**
- **ACTION PLANS**
- **BEST PRACTICES**

PROJECT

EQUIPPING

DATE

2013

CLIENT

HOUSE REPUBLICAN CONFERENCE

WHY USE 1950'S MEDIA?



PROJECT

YESTERDAY'S NEWS TODAY

DATE

2013

CLIENT

HOUSE REPUBLICAN CONFERENCE

21ST CENTURY MEDIA CLIPS?

- **RAPIDLY CHANGING**
- **DIVERSITY OF OPINIONS**
- **BLOGS, TWEETS, FACEBOOK, TV, NEWSPAPERS, WEBSITES**

PROJECT

TODAY'S NEWS TODAY

DATE

2013

CLIENT

HOUSE REPUBLICAN CONFERENCE

- **ON-TIME**
- **USEFUL**
- **INFOGRAPHICS**
- **ACTION PLANS**
- **BEST PRACTICES**

PROJECT

PLAYBOOK

DATE

2013

CLIENT

HOUSE REPUBLICAN CONFERENCE



- **RAPID RESPONSE**
- **CAPTAINS**
- **TIGER TEAMS**
- **RADIO ROWS/BLOGGER CALLS**
- **HACK-A-THONS**
- **VOICES OF AMERICA SERIES**

PROJECT

PROMOTING

DATE

2013

CLIENT

HOUSE REPUBLICAN CONFERENCE



PROJECT

CONFERENCE STUDIO

DATE

2013

CLIENT

HOUSE REPUBLICAN CONFERENCE

PROJECT

VOICES OF AMERICA SERIES

DATE

2013

CLIENT

HOUSE REPUBLICAN CONFERENCE

- **DRIVE SOCIAL MEDIA, NEW MEDIA AND MOBILIZATION EFFORTS**
- **CLOSE THE TECHNOLOGICAL DATA GAP -
STATIC VS. DYNAMIC DATA**
- **BUILD ON “MEET THE MARKETERS”
AND DEVELOP REBRANDING PLAN FOR GOP**

PROJECT

MODERNIZING

DATE

2013

CLIENT

HOUSE REPUBLICAN CONFERENCE



PROJECT

DYNAMIC DATA

DATE

2013

CLIENT

HOUSE REPUBLICAN CONFERENCE

STATE OF THE UNION RESPONSE

The Live Stream



Stand Up for our Nation's Future

Email

Zip

Get Connected

Interactive Republican Response

Donec sed odio dui. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Nullam quis risus eget urna mollis ornare vel eu leo. Maecenas faucibus mollis interdum.

Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Praesent

Latest Tweets

Members

Tweets from a list by GOP Conference

A list of House Republicans and Committees in the 113th Congress



Ileana Ros-Lehtinen @RosLehtinen 1m
Un honor nominar a #DamasoBlanco al #PremioNobeldePaz p/ su valentia y labor promoviendo la #libertad n #Cuba
hrid.us/WmVSYk



Blake Farenthold @farenthold 3m
As Chairman of the Subcommittee overseeing Postal issues- its my duty to know these things. The USPS will release a Rosa Parks stamp today.



Ileana Ros-Lehtinen @RosLehtinen 4m
On weekly radio show w/ @nrubioradio @ActualidadRadio discussing #economy #immigration reform + #Cuba
pic.twitter.com/edOEgmOG





INNOVATION FRIDAYS

NEW LOOK AND FEEL



INNOVATION FRIDAYS

NEW LOOK AND FEEL



INNOVATION LOUNGE



INNOVATION FRIDAYS



NEW LOOK AND FEEL



INNOVATION LOUNGE



GOP LABS

INNOVATION FRIDAYS



NEW LOOK AND FEEL